

Pappas Telecasting Companies' 'donation' of \$325,000 in airtime to Republican candidates in certain areas is yet another example of a powerful media group abusing its privileged access to the public airwaves.

Localism is not served when a corporate headquarters decides to provide one side in local elections a louder voice than others. During election season, local audiences should be offered genuine debate. It is negligent and improper for media stations to scratch political backs when they have a duty to provide information to the public regarding elections.

Pappas uses the public airwaves free of charge and is obligated by law to serve the public interest. Pappas' actions are legally questionable and cast doubt on whether Pappas truly intends to serve the interest of more than half of the public.

Their actions show why we need to strengthen media ownership rules, not weaken them. Further, they show why the license renewal process needs to involve more than just a returned postcard.

One more thing: when it comes to detergent ads, advertisers are bound to tell no lies to sell their product. When will a similar standard- forbidding outright lies, for example- be applied to political ads?

Thank you.